



The Destination Sales and Marketing Group, Ltd.

## **Mobility Lab Research Intern**

Summer 2019

### INTRODUCTION

The Mobility Lab is managed by The Destination Sales & Marketing Group, Ltd., and is an innovative initiative in advancing the field of Transportation Demand Management (TDM). Mobility Lab was founded in 2010, with the mission of sharing successful TDM practices with other TDM programs around Virginia.

Today, Mobility Lab is a think tank that measures the impacts of TDM services in Arlington County, Virginia, and across the United States; a communications platform that disseminates the benefits and successes of TDM to a wide audience; and a forum for facilitating industry partnerships and events. Mobility Lab also seeks to advance the development of innovative technologies that make it easier for people to take transit, walk, bike, and share the ride.

In addition to these roles, Mobility Lab also serves as Arlington's long-standing and extensive TDM research program, which produces original research on general TDM effectiveness, Arlington TDM program effectiveness, and transportation preferences in Arlington, and as a foundation for much of the organization's other work. Mobility Lab's research provides a basis for advocates of policy and investment in TDM at the local, state, and national levels.

The Destination Sales and Marketing Group also operates and manages [Arlington Transportation Partners](#), [BikeArlington](#), [WalkArlington](#), and [Capital Bikeshare](#) as part of a dynamic and innovative regional TDM program for Arlington County Commuter Services (ACCS).

### INTERNSHIP

The Research Intern will help Mobility Lab innovate and increase our impact through the effective collection, analysis and reporting of transportation and marketing data and analytics to inform strategy. The position will handle a wide range of data questions and will present the findings in exceptional ways both verbally and graphically. The Research Intern supports Mobility Lab's in-house capacity for collecting and analyzing data and making informed, evidence-based, data-driven recommendations. The Research Intern reports directly to the Director of Research and Communications and interacts with other Mobility Lab, ACCS, and DS&MG staff members.

#### **Duties and Responsibilities:**

The selected candidate will gain hands-on research experience in a fast-paced consulting agency, crafting and promoting original Mobility Lab analysis and commentary of trends in the transportation space. Duties may include but are not limited to:

- Collects, organizes, and analyzes transportation and other relevant research and data in order to help develop actionable insights and inform Mobility Lab's strategy.



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- Presents research and data analysis in compelling and exciting ways, including through data visualization.
- Supports research- and data-related needs of all DS&MG and ACCS colleagues.
- Tracks key performance indicators and benchmarks and collaborates with colleagues to answer specific questions through data analysis.
- Helps our research teams compile all pertinent data collection for the comprehensive Transportation Demand Management (TDM) program for the Arlington County Commuter Services program.
- Conducts data analysis using FHWA and TRIMMS evaluation and return on investment calculator to measure annual TDM program effectiveness.
- Helps our communications teams present research and data analysis for outreach, keynote speeches, internal presentations, online, and for media relations.
- Collaborates to identify data projects leading to the creation of the department's annual work plan.
- Conducts other data and analytics projects as required, and assists with data-related requests from colleagues, partners, and clients.
- Regularly reports results.
- Keeps informed of relevant innovations in technology and data and regularly keeps colleagues informed.
- Assists with additional duties as determined.

### A few examples of potential projects:

- Identify best practices in advancing better transportation options
- Compare various transportation-assistance programs
- Analyze transit ridership survey data
- Examine the utilization and perceptions of new mobility options in Arlington
- Calculate mode split and trip characteristics of Arlington residents and workers using primary transportation data

### Required Qualifications and Skills:

- Bachelor's degree or enrolled in a 4-year undergraduate program
- Coursework or professional experience with research
- Strong oral and written presentation skills
- Ability to show initiative and to meet or exceed deadlines
- Interest in research, transportation, mobility, and urban planning
- Excellent research, data gathering, analytical, and problem-solving skills
- General knowledge of common primary and secondary sources of transportation data is a plus
- Excellent time-management skills
- Demonstrated ability to be proactive in identifying and offering solutions to problems
- Survey design and analysis knowledge is a plus

### Research Tools Requirements:

- Microsoft Suite, including Excel, Access, and PowerPoint
- Data manipulation technology or scripting language – R, SQL, PowerShell, Python, Regular Expressions



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- GIS mapping is a plus

**Compensation:**

The Research Intern is compensated between \$15 and \$20 per hour based on experience and academic background.

**Mobility Lab's Research Internship is a part-time position, at 20 hours per week, but potentially with some flexibility in hours. Work is to be performed in our Arlington, VA office, located at 1501 Wilson Boulevard, Suite 1100, Arlington, VA. 22209.**

**Interested candidates must submit a thoughtful cover letter and resume (additionally, writing samples and/or a link to your online portfolio are a plus) to [paul.mackie@mobilitylab.org](mailto:paul.mackie@mobilitylab.org) BY MAY 19, 2019. Please write *Research Intern, Mobility Lab* in the subject line. Intern application must be on file to be considered.**